

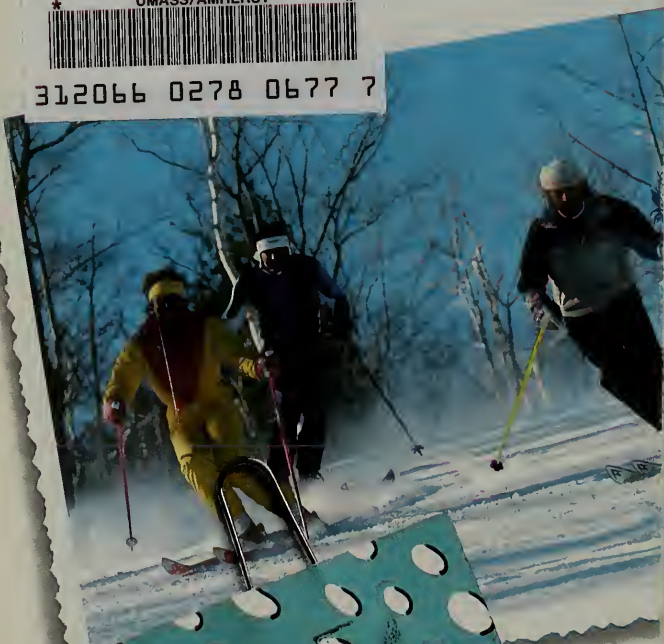
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MASSACHUSETTS

Ski It To Believe It!



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ALL DAY LIFT TICKET

GOVERNMENT DOCUMENTS
COLLECTION
MAY 10 1990

University of Massachusetts
Depository Copy

Learn to ski for \$12. Details inside.



There's nothing quite like skiing in Massachusetts.

If you haven't tried it, this is the year to learn. Our Learn to Ski Program puts you on a downhill slope or cross-country trail any weekday for just \$12. That includes your rental equipment, a beginner lesson and a beginner lift ticket or trail pass for that day.

You'll not only discover how easy and fun it is to ski, but also that skiing in Massachusetts means spending less time in the car and more time on the slopes.

Our ski areas are only a two-hour drive from New York and most other northeastern cities. If you're an in-state skier, the ski trails are practically in your backyard.



You'll also spend less time waiting in lift lines because our ski areas are less crowded. So if you're a beginner, you'll have more time to learn, and if you're an expert you'll have more time to perfect your technique.

No matter when you ski Massachusetts, you'll always have plenty of snow because we make our own when nature doesn't. You can even ski at night under the lights.

And when you leave the slopes at the end of the day, you'll always find plenty of après-ski activity and lots of cozy inns and B&Bs nearby.



But aside from the great skiing, there's the feeling you get from being in Massachusetts in the wintertime. There's a spirit here that you just can't find anywhere else.

Ski Massachusetts this winter with your family and friends. You've got to Ski It To Believe It!

SKI SAFELY, DRIVE SAFELY.



A message from the Massachusetts Turnpike Authority.

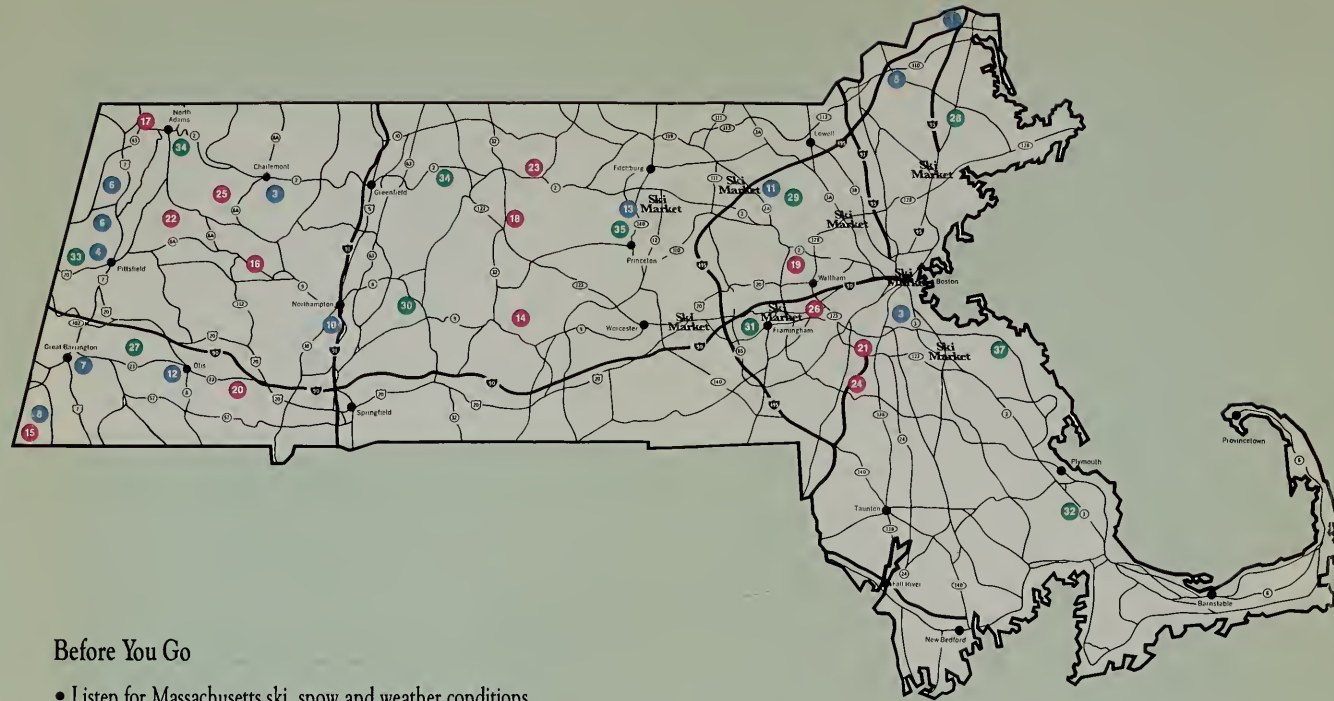
THE MASSACHUSETTS SKI AREAS ASSOCIATION INVITES YOU

to ski the best that New England has to offer. Massachusetts offers great skiing, exceptional value, and unequalled accessibility. Ski Massachusetts and find:

- trails for every level of skiing;
- instructors who really care;
- snowmaking, night skiing, and constant trail grooming;
- season passes, group rates, and special packages

And, most important, when you ski Massachusetts, you spend less time on the road and more time on the slopes. So Ski Massachusetts.

The Massachusetts Ski Areas Association



Before You Go

- Listen for Massachusetts ski, snow and weather conditions broadcast over metropolitan radio and TV.
- Check the sports page of local newspapers for ski conditions.
- For lodging and other information on any specific ski area, contact that area directly.
- Please note that I-90 is The Massachusetts Turnpike.

"Ski It to Believe It" promotion is sponsored by the Massachusetts Office of Travel and Tourism, in cooperation with the Mass. Turnpike Authority, Mass. Ski Areas Association, and Ski Market stores.

Commonwealth of Massachusetts 1989
Michael S. Dukakis, Governor
Deborah S. First, Deputy Director of Tourism
Michele Nappa, Editor

MASSACHUSETTS

*Ski It
To Believe It!* ❄️

LEGEND:

- Downhill Ski Area
- Cross-Country Ski Area
- State Forests and Parks
- Ski Market**
Ski Market Locations

APPROXIMATE MILEAGE TABLE

TO:	FROM:								
	Albany	Boston	Hartford	New Haven	New York	Philadelphia	Providence	Springfield	Worcester
Barre	135	75	68	107	197	304	63	43	24
Blandford	69	107	48	87	125	232	116	23	72
Canton	176	17	103	140	225	307	40	92	43
Charlemont	66	118	80	119	209	316	140	55	101
Dunstable	151	28	93	130	215	297	64	79	29
Franklin	179	38	94	127	207	304	21	87	30
Great Barrington	50	136	55	77	128	248	135	46	97
Hancock	33	149	89	111	168	275	152	69	109
Haverhill	172	35	123	162	242	349	84	116	59
Holyoke	91	90	34	71	156	267	94	9	51
Lenox	47	131	70	109	193	388	140	48	99
Lexington	180	12	105	144	224	314	83	88	39
Lincoln	171	10	94	131	216	298	49	83	34
New Ashford	40	147	91	128	156	256	150	69	120
North Andover	190	24	115	152	237	319	70	102	52
Northfield	94	95	73	112	197	279	105	50	63
Otis	57	120	47	71	144	265	118	31	81
Phillipston	105	67	89	128	208	315	95	50	35
Princeton	135	47	77	144	199	281	58	62	15
Shrewsbury	154	39	69	108	198	295	47	62	5
South Egremont	52	139	57	79	126	246	137	50	101
South Lee	33	149	89	111	168	275	152	69	109
Waltham	171	10	94	131	216	298	49	83	34
Washington	70	135	69	108	223	323	137	44	97
West Hawley	63	114	83	119	204	286	125	57	81
Westford	151	28	93	130	215	297	64	79	29
Weston	158	16	84	122	202	310	50	79	30
Worthington	89	115	61	100	180	279	135	36	75

Mileage information supplied by AAA of Massachusetts

Learn to ski for just \$12.

Present this coupon at any participating Massachusetts downhill or cross-country ski area and you'll receive our complete "Learn to Ski" package for just \$12 including rental equipment, a beginner lesson and trail pass or lift ticket for that day. The package is available Monday through Friday (excluding holidays and February school vacation week) by 24-hour advanced reservation only. Offer expires March 31, 1990.

Name

Address

City State Zip

Phone

Ski area

MASSACHUSETTS

Ski It To Believe It!

MOTT

Take your Massachusetts Learn to Ski lift ticket or trail pass to a participating Ski Market store and receive a 20% discount on a beginner ski package. Offer expires March 31, 1990 and is not valid with other discount offers.

Ski Market

SKI AREAS DOWNHILL	DAYS & HOURS	LIFT PRICES	TRAILS	VERTICAL DROP/ LONGEST RUN	KEY	ADDITIONAL OFFERINGS	PACKAGES
1 ATLANTIC FORESTS (508) 388-6133 Rt. 40 South Hampton Rd., Amesbury — Rt. 95N to Rt. 110, Amesbury, to Rt. 150. From NH, Rt. 95S to Rt. 107, Seabrook, to Rt. 150, turn right on Clinton St.	Mon-Thur 3:30PM-9:30PM Tues 10AM-4:30PM Weekends 10AM-4:30PM 6:30PM-10PM	Call for ticket information.		300' 1,200'		Lodge, adult racing programs and evening lessons, snowboarding allowed, pre-schoolers free with adult, senior rates, night rates: weekdays 3-3:30PM 9-30PM, \$12; Sat, \$10 Group rates available.	Four-Week Package Nightly Package, \$25 Spring Skiing Package
2 BERKSHIRE EAST (413) 339-6617 South River Rd., Charlemont — 1-90 to Holyoke Exit 4 to 1-91N to Greenfield Exit, follow Rt. 2W to Charlemont Center. Take 1st left over bridge, cross RR tracks, take next left on South River Rd.	Mon-Sun, 8:30AM-4:30PM; Thurs-Sat, 4:30PM-10PM	Wkdy. Wknd. Adults \$18 \$28 Seniors \$ 9 \$14 Juniors \$12 \$20		1180' 2 mi.		Group rates available.	"Beginners Package": lift, lesson and rental, \$44 weekend, \$34 weekday.
3 BLUE HILLS (617) 828-5090 4001 Washington St., Canton — 1-90 to Rt. 128S to Canton/Milton Exit 2B, head toward Milton, Blue Hills 1 mile on right.	Daily, 9:30AM-4:30PM, 7PM-10PM	Wkdy. Wknd. Adults \$13 \$19 Seniors \$11 \$17 Juniors \$11 \$17		350' ¾ mi.		Base lodge, ski shop, repairs, ski camp, snowboarding and Ski-Wee program Night rates, Adults \$15, Seniors & Juniors, \$12 Group rates available	"Lesson Package": lift, lesson and rental, \$25. Daily, 10AM, 2PM & 7:30PM
4 BOUSQUET SKI AREA (413) 442-8316 Tamarack Rd., Pittsfield — 1-90 to Lee, Exit 2. Follow Rt. 20W, 8 miles to Dan Fox Dr., Bousquet 1 mile on left. From NY follow Rt. 20E to Pittsfield. Turn right on Dan Fox Dr. Bousquet 1 mile on left.	Mon-Fri 10AM-10PM Sat 9AM-10PM Sun 9AM-4PM	Wkdy. Wknd. Adults \$16 \$24 Juniors \$14 \$18		750' 1.5 mi.		Lodge, ski shop, repairs, racing program, lounge snowboarding, children under 5 ski free with adult. Night rates. M-F, \$12, Sat., \$8. Group rates available.	
5 BRADFORD SKI AREA (508) 373-0071 South Cross Rd., Haverhill — 1-93 to 1-495N to Exit 48, Rt. 125N to Salem St. or Rt. 95 to Rt. 97 to Salem St. South Cross Rd. on right.	Weekdays, 9AM-6PM; Weekends & Holidays, 9AM-4:30PM; Nights, 6PM-10PM	Call for ticket information.		250' 1200'		NASTAR racing, junior racing program, adult evening lesson program. Night rates. Group rates available.	Lift, lesson and rental packages available.
6 BRODIE (413) 443-4752 Rt. 7, New Ashford — 1-90 to Exit 2 (Lee), follow Rt. 7N. From NY, NY Thruway to Exit 21A (Mass. Pike). From Hartford, 91N to Mass. Pike.	Daily, 9AM-11PM	Wkdy. Wknd. Adults \$25 \$30 Seniors \$23 \$28 Juniors \$20 \$25		1250' 2.5 mi.		Lodge, tennis, racquetball, year-round camping, lounge and Irish entertainment. Twilight rates: 3PM-11PM, \$23; Night rates: 7PM-11PM, \$15.	"Great Midweek Escape" 3 nights lodging, 4 days skiing, 4 breakfasts, lesson, and more, \$179.50
7 BUTTERNUT BASIN (413) 528-2000 Rt. 23, Great Barrington — 1-90 to Exit 2 (Lee) to Rt. 102S to Stockbridge. Follow Rt. 7S to Great Barrington to Rt. 23E. From NY, Rt. 684 to 22N to Hillsdale, NY, Exit to Rt. 23E to Great Barrington.	Weekdays, 9AM-4PM; Weekends, 8:15AM-4PM	Adults: \$30 Seniors: \$20 Juniors: \$25 Children: \$10		1000' 9500'		2 lodges, Ski-Wee Program, ski shop, racing program, slalom race course. Reduced rates after 1PM Group rates available	"GLM Package" 1 day lift ticket, lesson and rental, \$50.
8 CATAMOUNT (413) 528-1262 Rt. 23, South Egremont — 1-90 to Exit 21 to Rt. 102W to Stockbridge. Rt. 7S to Great Barrington. Rt. 23W, 5 miles. From NY, Taconic Pkwy. N to Hillsdale, NY, Exit to Rt. 23E. From Hartford, Rt. 44W to Rt. 7N to Rt. 23W.	Weekdays, 9AM-4PM; Wed-Sat, 3:30PM-10PM; Weekends & Holidays, 8:30AM-4:30PM	Wkdy. Wknd. Adults \$22 \$30 Seniors \$17 \$22 Juniors \$17 \$22		1000' 2 mi.		Ski patrol, ski shop, racing program, coin-op race course, weekend children's programs. Over 70 free. Night rates, Adults \$18, Juniors \$14 Tues. & Thurs., Women \$18; Mon. & Wed., Men \$18. Group rates available.	Call for package information.
9 JIMINY PEAK (413) 738-5500 Corey Rd., Hancock — 1-90 to Exit B3 (Canaan, NY) to Rt. 22 to Rt. 43E (follow signs). From NY, Taconic Pkwy. N to Rt. 295E to Rt. 22N to Rt. 43E. From Hartford, 1-91N to Mass. Pike W.	Daily, 8:30AM-10:30PM	Wkdy. Wknd. Adults \$30 \$30 Seniors \$25 \$25 Juniors \$25 \$25		1140' 2 mi.		Base lodge, country inn, ski shop, repairs, playroom, condo rentals. Twilight rates, \$22, Night rates, \$17 Mon. & Tues. \$5.00 off Twilight and Night rates. Novice chair and J-bar \$14. Conference Center. Group rates available.	"One-Day Learn to Ski" lift, lesson and rental, \$30. Wknds/Holidays only
10 MT. TOM (413) 536-0416 Rt. 5, Holyoke — 1-90 to Exit 4 to Rt. 91N, Exit 17A, follow signs. From Hartford, Rt. 91N to Exit 17A, follow signs.	Daily, 9AM-10PM	Wkdy. Wknd. Adults \$20 \$27 Seniors \$18 \$23 Juniors \$18 \$23		680' 3600'		Lodge, racing program, ski shop, repairs, Christmas Vacation Club and race camp, AM & PM adult courses, weekend day camp for kids. Two-night rates, \$22; Night rates, \$20. Group rates available	"All-Day Weekend Package": lift ticket with restrictions, 2 lessons and rental, \$39. "Try Ski Package": beginner lesson, rental and lift ticket with restrictions, \$15.
11 NASHOBA VALLEY (508) 692-3033 Power Rd., Westford — Rt. 128 to Rt. 2W. Follow to Concord Circle to 2A/119W, 6 miles to Power Rd.	Daily, 9AM-10PM	Wkdy. Wknd. Adults \$15 \$20 Seniors \$13 \$18 Juniors \$13 \$18		240' ½ mi.		Lodge, ski patrol. Night rates, Adults \$15, Seniors & Juniors, \$13. Group rates available	Lesson packages. Call for more information.
12 OTIS RIDGE (413) 269-4444 Rt. 23W, Otis — 1-90 to Exit 3 (Westfield) to 202, Rt. 10S to Rt. 20W to 23W, 15 miles to Otis. From CT, Rt. 8N to Rt. 23W, ¼ mile to Otis.	Weekdays, 9:30AM-4PM; Weekends & Holidays, 9AM-4PM	Wkdy. Wknd. Adults \$15 \$20 Seniors \$ 7.50 \$10 Juniors \$15 \$20		400' 5000'		Lodge, repairs, ski shop, restaurant, weekend ski camp. Children under 6 free (beginners slope). Over 70 free (all areas). Group rates available	Call for package information.
13 WACHUSETT (508) 464-5101 Mountain Rd., Princeton — From Boston, Rt. 2W to 140S. From Worcester and west, Rt. 190N to Exit 5, Rt. 140N, 9 miles.	Weekdays, 9AM-10PM; Weekends & Holidays, 8AM-10PM	Wkdy. Wknd. Adults \$22 \$29 Seniors \$22 \$23 Juniors \$22 \$23		1000' 1.5 mi.		Free first-time lesson to beginners, ski patrol, limited lift ticket sales. Night rates, \$19. NASTAR racing, Ski Wee and Lollipop lessons for kids. Group rates available	Call for package information on all lift tickets, lessons and rental equipment.

Chairlift

Downhill

Cross-Country

T-Bar

J-Bar

Rope Tow

Poma Lift

Snowmaking

Rentals

Ski School

Food

Nursery

Night Skiing

CODE KEY:

TRAILS:

Beginner

Intermediate

Expert

The snowflake indicates participation in the “Learn to Ski” program.

STATE FOREST AND PARKS CROSS-COUNTRY SKIING

The Massachusetts Department of Environmental Management grooms hundreds of miles of ski touring trails all across the state. Here's a selected listing of the areas that offer the best skiing.

- 27

Beartown State Forest, Monterey. (413) 528-0904.
- 28

Bradley Palmer State Park, Topsfield. (508) 887-5931.
- 29

Great Brook Farm State Park, Carlisle. (508) 369-6312 or 369-7486.
- 30

Holyoke Range State Park, Hadley. (413) 253-2883.
- 31

Hopkinton State Park, Hopkinton. (508) 435-4303
- 32

Myles Standish State Forest, S. Carver. (508) 866-2526.
- 33

Pittsfield State Forest, Pittsfield. (413) 442-8992.
- 34

Savoy Mountain State Forest, Florida. (413) 663-8469.
- 35

Wachusett Mountain State Reservation, Princeton.
(508) 464-2987 or 464-5101.
- 36

Wendell State Forest, Wendell. (413) 659-3793.
- 37

Wompatuck State Park, Hingham. (617) 749-7160 or 663-8469.
- For travel information, contact:
Massachusetts Office of Travel and Tourism
100 Cambridge St., 13th Fl.
Boston, MA 02202
- | SKI AREAS
CROSS-COUNTRY | | DAYS &
HOURS | TRAIL
PRICES | TRAILS | MILES OF
TRAILS | KEY | ADDITIONAL
OFFERINGS | PACKAGES |
|----------------------------|--|---|--|--|--------------------|--|---|---|
| 14 | BROOKFIELD ORCHARDS TOURING CENTRE (508) 867-6858
12 Lincoln Rd., North Brookfield – Rts. 9 and 67, follow signs. | 9AM-4:30PM | Adults \$3
Juniors \$2
Seniors Free | <div><div></div><div></div><div></div></div> | 6 mi. | <div><div></div><div></div><div></div></div> | Country store, picnic tables, campfire on weekends. Season pass and group rate available. | |
| 15 | BUCKSTEEP
CROSS-COUNTRY SKI CENTER (413) 623-6651
Washington Mountain Rd., Washington – I-90 to Exit 2 (Lee), Rt. 20E to Rt. 8N to Frost Rd., left onto Washington Mountain Rd. | Daily, 8AM-5PM | <div><div>Wkdy. Wknd.</div><div>Adults \$6 \$6
Juniors Free \$4</div></div> | <div><div></div><div></div><div></div></div> | 15 mi. | <div><div></div><div></div><div></div></div> | Country inn lodging and dining, moonlight tours, guided tours of October Mountain State Forest, ski equipment shop. Sleigh rides. Group rates available. | “Learn to Ski”: trail fee, lesson and rental, \$22. |
| 16 | CUMMINGTON FARM VILLAGE (413) 634-5551 or (800) 562-9666
South St., Cummington – Mass. Pike to I-91N, take second Northampton exit. Follow Rt. 9W for 20 miles to entrance. | 8AM-4:30PM
Call for night skiing information. | Weekend \$10
Weekdays \$8 | <div><div></div><div></div><div></div></div> | 13.6 mi. | <div><div></div><div></div><div></div></div> | Lodging on-site, Moonlight ski tours by reservation, conference facilities, exercise room. Group rates available. | |
| 17 | FIELD FARM (413) 458-3144
Sloan Rd., Williamstown – Rt. 43W out of South Williamstown, take immediate right onto Sloan Rd., 1 mile to entrance on right. | Daily, Sunrise to Sunset | Free | <div><div></div><div></div><div></div></div> | 4 mi. | <div><div></div><div></div><div></div></div> | Bed & breakfast accommodations at main house. | |
| 18 | JAMES W. BROOKS
WOODLAND PRESERVE (508) 537-2377
East St., Petersham – Rt. 122 or 32 to Petersham center, take East Street .8 miles to entrance on left. | Daily, Sunrise to Sunset | Free | <div><div></div><div></div><div></div></div> | 7 mi. | <div><div></div><div></div><div></div></div> | | |
| 19 | LINCOLN GUIDE SERVICE (617) 259-9204
152 Lincoln Rd., Lincoln – From I-495 Exit 27, Rt. 117E to Lincoln Rd. (left turn just beyond junction with Rt. 126). From Boston Rt. 2W to Rt. 128S Exit 28 to West Trapelo Rd., left at Lincoln Rd. (at RR tracks). | Mon & Tues, 9AM-6PM;
Wed-Fri, 9AM-8PM; Sat,
9AM-6PM; Sun, 9AM-5PM | Free | <div><div></div><div></div><div></div></div> | 25 mi. | <div><div></div><div></div><div></div></div> | Warming hut, repairs. Lessons: private, \$23/hour, \$11 each additional person; group, \$10; “skating on skis” lesson, \$10, \$18 w/equipment | Rental and lesson – tour, \$16 |
| 20 | MAPLE CORNER FARM CROSS-COUNTRY
SKI CENTER (413) 357-6697
Beech Hill Rd., Granville – I-90 to Exit 3 (Westfield), follow Rt. 202S to Rt. 20W to Rt. 23W, through Blandford Center. Beech Hill Rd., 4 miles to the Farm. | Thurs-Sun & Holidays
9AM-5PM | <div><div>Wkdy. Wknd.</div><div>Adults \$6 \$8
Juniors \$3 \$4</div></div> | <div><div></div><div></div><div></div></div> | 12 mi. | <div><div></div><div></div><div></div></div> | Moonlight tours, ski lodge with fireplace. Season pass and group rates available. | “Starter Package”: trail fee, lesson and rental. Adults \$23; Juniors \$15. |
| 21 | NOANET WOODLANDS (508) 785-0339
Dedham St., Dover – Rt. 128 to Exit 16B, follow Rt. 109W, take first right onto Grove St., which becomes Westfield St., left onto Dedham St., 4 miles to entrance. | Daily, Sunrise to Sunset. | Free | <div><div></div><div></div><div></div></div> | 15 mi. | <div><div></div><div></div><div></div></div> | | |
| 22 | NOTCHVIEW RESERVATION (413) 684-0148
Rt. 9, Windsor – At intersection of Rts. 8A and 9 in Windsor Center, take Rt. 9E, entrance 1 mile on left. | Daily, 8AM-4:30PM | Adults: \$4
Juniors: \$2
Members Free | <div><div></div><div></div><div></div></div> | 17 mi. | <div><div></div><div></div><div></div></div> | Visitor Center, indoor waxing area, restrooms & changing area, hot drinks available, night skiing during full moon | |
| 23 | RED APPLE FARM TOURING CENTER (508) 249-6763
Highland Ave., Phillipston – Rt. 2 west to Phillipston, take Rt. 2A and follow signs. | Daily, 8AM-5PM | <div><div>Wkdy. Wknd.</div><div>Adults \$5 \$7
Seniors \$4 \$5
Juniors \$3 \$4</div></div> | <div><div></div><div></div><div></div></div> | 10 mi. | <div><div></div><div></div><div></div></div> | Lodging nearby, lessons, repairs, limited ski rentals snowshoe rentals and trails, warming hut, picnic area, moonlight orchard skiing \$5. Children under 7 free; over 70 free. Reduced rates after 2PM. Group rates available. | |
| 24 | ROCKY WOODS (508) 359-6333
Hartford St., Medfield – Rt. 128 to Exit 16B, follow Rt. 109W 5 miles to Hartford St. | Wed.-Sun.,
10AM-5PM | Non-members, \$1;
Members, Free | <div><div></div><div></div><div></div></div> | 12 mi. | <div><div></div><div></div><div></div></div> | Warming hut, self-guided nature trail. | |
| 25 | STUMP SPROUTS SKI TOURING (413) 339-4265
West Hill Rd., West Hawley – I-91 to Rt. 2W to Rt. 8AS to West Hill Rd., turn right, follow 1 mile to Stump Sprouts. | Daily, 8AM-5PM;
Call on non-holiday
weekdays. | \$6.00 | <div><div></div><div></div><div></div></div> | 17 mi. | <div><div></div><div></div><div></div></div> | Bunk-style lodging year-round, Game room, sauna. | “Midweek Package”: 3 nights lodging, 6 meals, 4 days skiing, \$79. |
| 26 | WESTON SKI TOURING CENTER (617) 894-4903 or 891-6575
Park Rd., Weston – I-90 to Exit 15 take left, follow to MDC Martin Golf Course and Weston Ski Touring Center. | Mon-Sat, 9AM-10PM;
Sun, 9AM-6PM | <div><div>Wkdy. Wknd.</div><div>Adults \$6 \$8
Seniors \$5 \$7
Juniors \$4 \$5</div></div> | <div><div></div><div></div><div></div></div> | 9 mi. | <div><div></div><div></div><div></div></div> | Lodging nearby, races, showers & lockers, ski shop, repairs, snow making, lighted night skiing, skate rentals. Children under 6 free. Group rates available. | Season Pass \$100; 3 lesson series (2 weeks skiing), \$45; 8-week senior training program, \$125. |

Massachusetts Office of Travel and Tourism
100 Cambridge St., 13th Floor
Boston, MA 02202

Massachusetts

The spirit of Massachusetts is the spirit of America.

